

Rep Order# 8863986 Ver# 1 Status New
EC'd Yes

Traffic Order#

37245

Printed: 09/12/2012 4:55 PM
Last Received: 09/12/2012 3:09 PM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 984
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //984
Flight Dates 09/14/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR CROSSROADS GPS. PLEASE CONFIRM.
THANKS
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	SA	500P-700P		:30	\$2,000.00	09/15-09/22	1	2	2	\$4,000.00	
				Buyline Comment: NEWS								
	2	SA	530P-600P		:30	\$900.00	09/15-09/22	1	2	2	\$1,800.00	
				Buyline Comment: POLITICS NOW								
	3	SU	600A-630A		:30	\$600.00	09/16-09/23	1	2	2	\$1,200.00	
				Buyline Comment: NEWS								
	4	F	900A-1000A		:30	\$750.00	09/14-09/14	1	1	1	\$750.00	
				Buyline Comment: KELLY								
	5	M-F	900A-1000A		:30	\$750.00	09/17-09/21	3	1	3	\$2,250.00	
				Buyline Comment: KELLY								
	6	F	1200P-1230P		:30	\$750.00	09/14-09/14	1	1	1	\$750.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	M-F	1200P-1230P		:30	\$750.00	09/17-09/21	3	1	3	\$2,250.00	
				Buyline Comment: NEWS								
	8	SA-SU	1100P-1135P		:30	\$900.00	09/15-09/16	1	1	1	\$2,700.00	
							09/22-09/23	2	1	2		
				Buyline Comment: NEWS								
	9	F	1135P-1237A		:30	\$750.00	09/14-09/14	1	1	1	\$750.00	
				Buyline Comment: LETTERMAN								
	10	M-F	1135P-1237A		:30	\$750.00	09/17-09/21	3	1	3	\$2,250.00	
				Buyline Comment: LETTERMAN								
	11	SU	500P-700P		:30	\$2,500.00	09/16-09/23	1	2	2	\$5,000.00	
				Buyline Comment: NEWS								
	12	F	500P-630P		:30	\$1,300.00	09/14-09/14	1	1	1	\$1,300.00	
				Buyline Comment: NEWS								
	13	M-F	500P-630P		:30	\$1,300.00	09/17-09/21	3	1	3	\$3,900.00	
				Buyline Comment: NEWS								
	14	F	400P-500P		:30	\$1,100.00	09/14-09/14	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
	15	M-F	400P-500P		:30	\$1,100.00	09/17-09/21	5	1	5	\$5,500.00	
				Buyline Comment: NEWS								
	16	F	630P-700P		:30	\$2,500.00	09/14-09/14	1	1	1	\$2,500.00	
				Buyline Comment: INSIDE ED								

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	17	M-F	630P-700P		:30	\$2,500.00	09/17-09/21	5	1	5	\$12,500.00	
				Buyline Comment: INSIDE ED								
	18	F	600A-700A		:30	\$900.00	09/14-09/14	1	1	1	\$900.00	
				Buyline Comment: NEWS								
	19	M-F	600A-700A		:30	\$900.00	09/17-09/21	5	1	5	\$4,500.00	
				Buyline Comment: NEWS								
	20	SU	500A-600A		:30	\$300.00	09/16-09/23	1	2	2	\$600.00	
				Buyline Comment: EYE/WALL ST								
	21	F	1230P-200P		:30	\$800.00	09/14-09/14	2	1	2	\$1,600.00	
				Buyline Comment: BOLD/DEAL								
	22	M-F	1230P-200P		:30	\$800.00	09/17-09/21	10	1	10	\$8,000.00	
				Buyline Comment: BOLD/DEAL								
	23	F	400P-500P		:30	\$900.00	09/14-09/14	1	1	1	\$900.00	
				Buyline Comment: ELLEN								
	24	M-F	400P-500P		:30	\$900.00	09/17-09/21	5	1	5	\$4,500.00	
				Buyline Comment: ELLEN								
	25	F	700P-800P		:30	\$2,500.00	09/14-09/14	1	1	1	\$2,500.00	
				Buyline Comment: ET/INSIDER								
	26	M-F	700P-800P		:30	\$2,500.00	09/17-09/21	5	1	5	\$12,500.00	
				Buyline Comment: ET/INSIDER								
	27	SU	530P-600P		:30	\$500.00	09/16-09/23	1	2	2	\$1,000.00	
				Buyline Comment: INSIDE ED								

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	28	F	1100P-1135P		:30	\$1,900.00	09/14-09/14	1	1	1	\$1,900.00	
				Buyline Comment: NEWS								
	29	M-F	1100P-1135P		:30	\$1,900.00	09/17-09/21	5	1	5	\$9,500.00	
				Buyline Comment: NEWS								
	30	F	700A-900A		:30	\$800.00	09/14-09/14	1	1	1	\$800.00	
				Buyline Comment: EARLY SHOW								
	31	M-F	700A-900A		:30	\$800.00	09/17-09/21	5	1	5	\$4,000.00	
				Buyline Comment: EARLY SHOW								
	32	F	500A-600A		:30	\$800.00	09/14-09/14	1	1	1	\$800.00	
				Buyline Comment: NEWS								
	33	M-F	500A-600A		:30	\$800.00	09/17-09/21	5	1	5	\$4,000.00	
				Buyline Comment: NEWS								
	35	F	1000A-1100A		:30	\$2,500.00	09/14-09/14	1	1	1	\$2,500.00	
				Buyline Comment: PRICE								
	36	M-F	1000A-1100A		:30	\$2,500.00	09/17-09/21	2	1	2	\$5,000.00	
				Buyline Comment: PRICE								
	38	TU	800P-900P		:30	\$18,000.00	09/18-09/18	1	1	1	\$18,000.00	
				Buyline Comment: NCIS								
	39	F	1000P-1100P		:30	\$10,000.00	09/21-09/21	1	1	1	\$10,000.00	
				Buyline Comment: B BLOODS								

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	40	W	930P-1100P		:30	\$12,000.00	09/19-09/19	1	1	1	\$12,000.00	
				Buyline Comment: BIG BRO								
	41	SU	1000P-1100P		:30	\$9,500.00	09/16-09/16	1	1	1	\$9,500.00	
				Buyline Comment: MENTALIST								

—REPORT TOTALS—

Report Totals: 98 / \$165,500.00

—SALES MONTHLY TOTALS—

Sep 12: 98 / \$165,500.00

Sales Totals: 98 / \$165,500.00

Station Totals: 98 / \$165,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$551,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+